



SO HOW DO I GET EVEN MORE OUT OF INVISION?

OFFER FEEDBACK

Write editor@invisionmag.com and tell us what you thought.

SUBSCRIBE

Fill out one of those pesky little cards, or get your free subscription online.

INVISIONMAG.COM/SUBSCRIBE

JOIN THE BRAIN SQUAD

Sign up for our monthly survey panel to share your thoughts on the business and hear the thoughts of others.

INVISIONMAG.COM/BRAINSQUAD

TELL YOUR FRIENDS

Think our publication will help a fellow ECP? Spread the word.

TELL YOUR VENDORS

If you find our content useful, don't forget to tell your vendors. More ads means more editorial pages and more useful business ideas for all.

INVISION™

WHAT'S SELLING NOW



For the Optical Dream 2 Vision Source program, we are offering a 20 percent discount with an annual contact lens supply promotion. In the first six weeks, we sold 10 pairs of Maui Jim.

Dr. Mark Perry, Vision Health Institute, Orlando, FL

==

BRAND RESULTS ON PAGE 13

Each issue, INVISION surveys ECPs around the country about which vision products are selling best in their stores/practices. Then we calculate the results and share them with you to give you a gauge of front-line sales activity across the United States. To take part, go to invisionmag.com/brainsquad.

Lightec and **OVVO** for the dudes, **Miu Miu** and **Traction** for the girls. Traction is such a diverse line, really something for everyone. Great zyls, and the mixed zyl/metal pieces are downright sculptural. For sunwear, **Betsey Johnson!** The ladies really recognize the name and the sweet oddball styling. The fit on these inexpensive frames are spot on. Also Miu Miu ... fab shapes with minimalist temples, some great stones. Fresh and sparkly. **Tamara Walker, Eyepolis, Homestead, PA**

Safilo's **Jimmy Choo** and **Gucci** are currently the hot items. Men love Morel's **Lightec** and Safilo's **Hugo Boss** are stirring a lot of interest. We just added **Michael Kors** as well, and they are climbing up in popularity due to great price points and beautiful styles! **Susan Kantor, Central Phoenix Eyecare, Phoenix, AZ**

Swiss Flex. I think people love all the options, making the eyewear unique, just like the wearer. These sell well all year. For sunwear, **Maui Jim.** Love them and I wear them myself. When

you can share your enthusiasm about them, customers want to join you with your excitement. I sell them well all year. **Julie Uram, Optical Oasis, Jupiter, FL**

Ray-Ban. We get new lines in all the time and people are always looking for the hottest Ray-Bans they can get. Vogue sunglasses are an affordable and fashionable option. **Dr. Pamela Marzec, Marzec's Specs, Schaumburg, IL**

Sunglasses! **Ray-Bans**, casual and dress glasses, lots of **Kate Spade, Kliik, Helium** and **Nike** brand as



Amber from the Vera Bradley Girlfriends Collection for teens.
MSRP: \$160

Vera Bradley frames were so hot we could not keep them in stock!
Sandy Freise, The Optical Shop, St. Charles, MO

Mixed Plate from Maui Jim (here in chocolate stripe fade) is a smart look for the beach or the streets.
MSRP: \$229

well. **Amanda Dean, Family Eye Care, Presque Isle, ME**

Lindberg: We work with several MDs in our location and they all love the seamless look and the lightness of the frames. **Robyn Janz, Dan Deutsch Optical Outlook, Los Angeles, CA**

Kate Spade, both plastic and metals, but cat's-eye shapes did very well. **Costa:** the KC for women and the Saltbreak for men. **Dr. Jill Schnurer, Village Eyecare, Clarkston, MI**

Banana Republic's "Buffy" is a fantastic frame for those patients who can't seem to find a plastic frame they like. The fit and colors always seem to make the most fickle customer happy. For men, the **Marchon 510** is a simple, clean answer. We have many blue collar men in our practice, and the 510 takes them from work to weekend, while offering us a fantastic price point. **Dr. Blake Hutto, Family Vision Care, Alma, GA**

Ray-Ban, Maui Jim, Oakley. People are going for outdoor performance and polarized lenses. **Claudia Hecht, Sterling Optical, Newburgh, NY**

Jacques Marie Mage, new line, cool and retro. New always adds to the excitement. In sunglasses, **Shamballa** is new and exciting. Great details. **Wendy Salle, Salle Opticians, Atlanta, GA**

Just took on the **Europa** line; it's doing very nicely for us. **Dr. Michael Davis, Opti-Care, Eldersburg, MD**

JOIN THE
BRAIN SQUAD!



To see all the responses from the survey every month, join the Brain Squad: invisionmag.com/brainsquad